

business voice

LAS VEGAS METRO CHAMBER OF COMMERCE | LVChamber.com | AUGUST 2015



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the Grade:
**Superintendent
Pat Skorkowsky**

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investing in the future

KRISTIN MCMILLAN
PRESIDENT & CEO

The business community is the largest customer of K-12 education. As the voice of the business community, the Las Vegas Metro Chamber has long been a champion of improving educational outcomes. We have actively supported reform measures to expand opportunities for English Language Learners, build new schools, repair outdated facilities, create new ways to address teacher shortages, make Nevada a competitive place to teach and develop plans to improve reading skills, just to name a few. Our collective goal, as a business community, is to ensure that students are prepared for success once they graduate, either in post-secondary education or the workforce. We need to build a workforce that will support and drive a thriving and competitive economy.

The education reforms passed during the 2015 Legislature are historic and game-changing for our students, families and future economy: expanding English Language Learner education through Zoom Schools, creating Victory Schools, ensuring that students pass the critical “Read by 3” benchmark, rolling over school construction bonds so we can renovate and construct badly needed classroom space, and much more. Through these reforms and a number of accountability measures, all supported by the Metro Chamber, we are a big step closer to equipping our students with the tools, resources and knowledge they need to succeed in tomorrow’s economy.

In addition, the membership of the Metro Chamber is doing its part by partnering with the Clark County School District in the “We Care” program, one that connects volunteers from the business community with recruited

teachers to give them a glimpse of what it's like to live, work and raise families in Clark County. Alumni of the Metro Chamber’s Leadership Las Vegas program also volunteer for the “Reclaim Your Future” initiative, which pairs members of the business community with students in danger of not graduating high school. In addition, the Metro Chamber’s K-12 Education Policy Committee is reconvening this fall to provide access for our members to continue the dialogue with the education community and engage with those who are implementing the reforms.

**“We need to build
a workforce that
will support and
drive a thriving and
competitive economy.”**

As a customer of our education system and a person who is committed to the future of this community, I encourage you to get involved. Become a volunteer with We Care or Reclaim Your Future. Join the K-12 Education Policy Committee. Stay up-to-date on what’s happening in the school district with the new reforms. You will find updates in “The Rundown,” the Metro Chamber’s biweekly government affairs e-newsletter, and in future issues of the *Business Voice*. After all, our K-12 education system is an investment in which we all share and, with individual efforts, we can make a collective difference in getting results.



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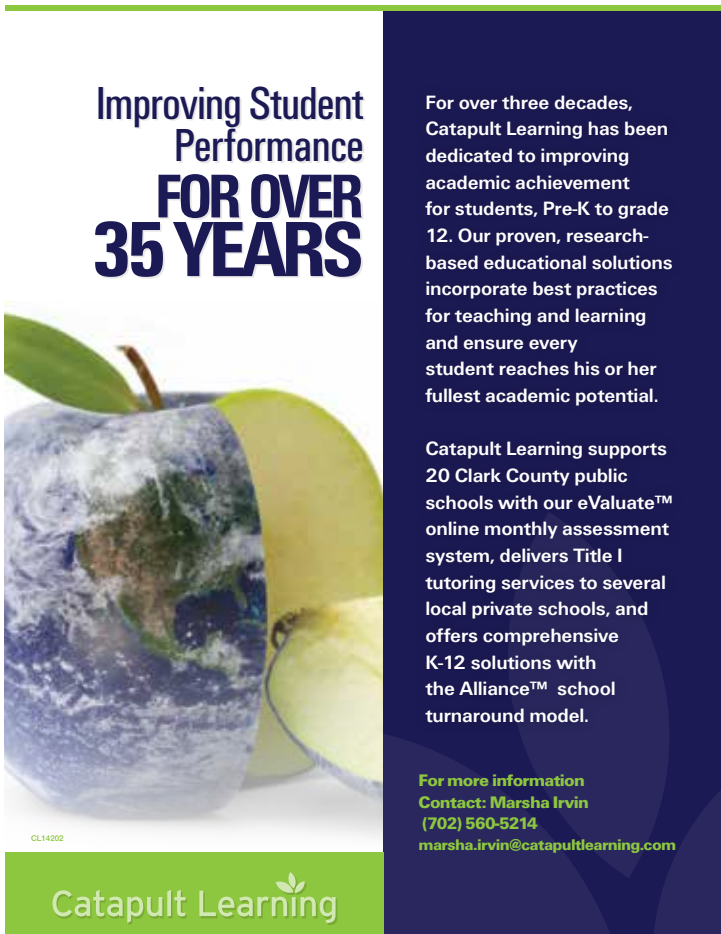
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The *Business Voice* (USPS #717-970) is published by The Las Vegas Metro Chamber of Commerce, 575 Symphony Park Ave., Ste. 100 Las Vegas, NV 89106

Annual Subscription \$25
Periodical postage paid at Las Vegas, NV
POSTMASTER:
Send address changes to:
The Las Vegas Metro Chamber of Commerce,
575 Symphony Park Ave., Ste. 100
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EDITORIAL POLICY:

The *Business Voice* is a member newsletter of the Las Vegas Metro Chamber of Commerce. The Las Vegas Metro Chamber of Commerce welcomes input, ideas and suggestions from our members. As with any periodical, we must adhere to strict deadlines and we reserve the right to edit all materials submitted for publication. Commentaries that are marked as such do not necessarily reflect the opinion or position of the Chamber, its trustees or employees. The Chamber cannot guarantee the validity or accuracy of the contents of paid advertisements. Questions or concerns about content of the *Business Voice* can be addressed to Vice President of Marketing, Las Vegas Metro Chamber of Commerce, 575 Symphony Park Avenue, Suite 100, Las Vegas, NV 89106.

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senator reid to address metro chamber members on important business issues

Catch up on the latest from Capitol Hill during the Metro Chamber Business Power Luncheon featuring U.S. Senate Minority Leader Harry Reid. Senator Reid will discuss important federal issues that impact Southern Nevada's business community, as well as economic development topics that pertain to Nevada. President's Club members have the opportunity to meet Senator Reid at a pre-reception meet and greet. The luncheon will be held Thursday, August 13, at the Four Seasons Las Vegas, from 11:30 a.m. – 1:00 p.m. Tickets are \$50 for members, \$65 for non-members and \$500 for a table of ten. For more information and to register, visit LVChamber.com.

u.s. congressman joe heck to highlight top priorities at eggs & issues

Join the Metro Chamber and fellow business leaders for Eggs & Issues featuring U.S. Congressman Joe Heck, representing Nevada's Third Congressional District. Eggs & Issues is an ongoing series that gives members the information they need to stay informed about issues on a federal level and an opportunity to interact with policymakers. Eggs & Issues will be held Thursday, August 27, at Vdara Hotel & Spa, from 7:30 – 9:00 a.m. President's Club members are also able to attend a roundtable with Congressman Heck immediately following the breakfast. Tickets are \$40 for members, \$55 for non-members and \$400 for a table of ten. For more information on Eggs & Issues and to register for the event, visit LVChamber.com.

stay at the top of your business game with new chamber university webinars

The Metro Chamber's new webinar series, Chamber University, will officially kick off in September. This bimonthly webinar series will present relevant, need-to-know business topics, presented by experts in the field. These resources are available exclusively to Metro Chamber members to help them stay at the top of trends, new laws and regulations and important updates that may affect their business or customers. These information-packed, 30-minute sessions will take place every second and fourth Friday of the month at 10:00 a.m. The first two sessions will be Small Business Marketing 101 on **September 11**, and in conjunction with National Disaster Preparedness Month, Building Your Business Disaster Plan on **September 25**. For more information or to register for these webinars, visit LVChamber.com or contact Danica Torchin at dtorchin@lvchamber.com.

member benefits webinars: get the scoop on new ways to protect your business

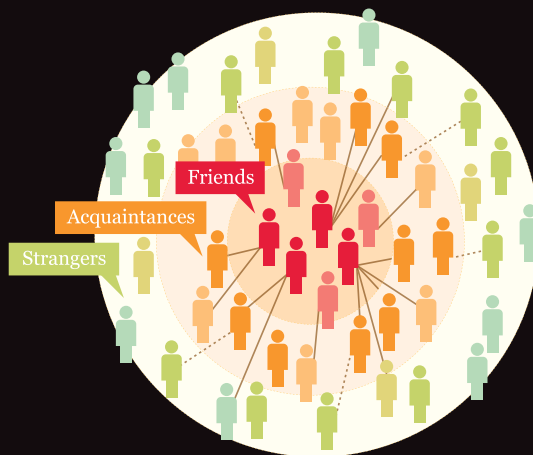
Is your business' website mobile friendly? Do you have adequate legal protection? Join the Metro Chamber for two Member Benefits 101 Webinars during August. Having a website optimized for mobile devices is the new standard for any business and bMobilized makes your business mobile friendly in an easy, affordable and manageable way. Join the Metro Chamber for this webinar **Wednesday, August 5**, at 10:00 a.m. LegalShield is keeping your business worry-free by offering legal services and identity theft protection. Services include unlimited consultation, document review, letters or phone calls made on behalf of clients, as well as important documents such as living wills and medical directives. Find out how you can take advantage of LegalShield member benefit during the webinar on Wednesday, August 12, at 10:00 a.m. For more information and to register for these webinars, visit LVChamber.com.

Market Yourself.

The only sustainable advantage one real estate agent has over another is his or her personal brand.

The strength of your personal brand will determine how many referrals you get, listings you can convert, and, ultimately, homes you transact. Your personal brand is built through your relationships with friends, acquaintances, and strangers.

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news you need



start, revise or recreate your business plan with sba tool

Creating a business plan is one of the most important steps a business owner will take. The Small Business Administration (SBA) Business Plan Tool provides entrepreneurs with a step-by-step guide to help them get started on developing their plans for business success. Through a unique log-in system, business owners can edit, save and update information as necessary, as well as discuss their completed business plans with a mentor or counselor from an SBA resource partner. Information is saved up to six months after the last log-in date. To access the SBA's Business Plan Tool, visit sba.gov.



meet visionaries and develop ideas at national clean energy summit

The eighth annual National Clean Energy Summit will bring together clean energy visionaries and leaders, public officials, business executives, energy policy experts, entrepreneurs, investors, citizens and students to discuss strategies and new technologies for empowering Americans to develop our massive clean energy supplies, secure greater energy independence and create jobs. The day-long clean energy event is co-sponsored by U.S. Senator Harry Reid, the Center for American Progress, the Clean Energy Project, MGM Resorts International and the University of Nevada, Las Vegas. The summit will be held Monday, August 24, at the Mandalay Bay Convention Center. For more information and to register, visit cleanenergysummit.org.

federal government achieves small business procurement contracting goal

For the second consecutive year, the federal government reached its small business federal contracting goal. It awarded 24.99 percent in federal contracts to small businesses, the highest percentage of contracting dollars awarded to small businesses since the 23 percent goal was established in 1997. In total, small businesses received \$91.1 billion in federal contracts, an increase of \$8 billion over FY 2013. "We're celebrating the federal government's best year ever for small business contracting and it's a testament to the world-class services that America's entrepreneurs are providing their government across every federal agency," said Maria Contreras-Sweet, SBA administrator. For more information on contracting opportunities, visit sba.gov.

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GOVERNMENT AFFAIRS AND PUBLIC POLICY

government affairs updates at a glance

Nevada Department of Taxation Seeking Comments on Nevada Commerce Tax

The Nevada Department of Taxation is gathering feedback from Nevada businesses about possible regulations associated with the implementation of the Nevada Commerce Tax. The Nevada Commerce Tax, which was approved by the 2015 Legislature and signed into law by Governor Sandoval, took effect on July 1. The Nevada Department of Taxation will be responsible for the implementation and collection of the Nevada Commerce Tax.

If you have feedback about possible regulations relating to the Nevada Commerce Tax, please send your comments to the Metro Chamber Government Affairs Department in care of Paul Moradkhan, at pmoradkhan@lvchamber.com.

Nevada Revenue Plan Resources

To help Nevada business owners understand the Nevada Revenue Plan and how it may affect their

businesses, the Metro Chamber has assembled several publications, alerts and resources on its website. Please note that these resources are for informational purposes only and should not replace the advice, counsel or information imparted by your tax or financial expert. Visit LVChamber.com to review these resources.

Policy Committees Are Back

The Metro Chamber's policy committees will reconvene in the fall. These committees, chaired by members of the Metro Chamber Board of Trustees and Government Affairs Committee, delve into areas of interest for Southern Nevada business professionals, including K-12 education, higher education, infrastructure, healthcare, local government, insurance, economic development and more. Meeting dates will be announced soon, so be sure to check upcoming issues of the *Business Voice* and "The Rundown," the biweekly government affairs e-newsletter, for meeting dates and times. For more information on policy

committees, contact Justin Harrison, director of government affairs, at jharrison@lvchamber.com.

President's Club Opportunity: Chamber Heads to Washington, D.C. to Advocate for Nevada on Capitol Hill

The Metro Chamber leaders will travel to Washington, D.C. on September 8 – 11. The annual trip includes meetings with Congressional members, policy groups, trade associations and think-tanks. The Metro Chamber will also hold several receptions during the trip to further build relationships with Congressional leadership and strengthen existing connections.

This trip is open exclusively to President's Club members, as well as members of the Metro Chamber Board of Trustees and Government Affairs Committee.

For more information, including costs and itinerary, visit LVChamber.com or contact Maisie Rodolico at mrodolico@lvchamber.com.

thoughts on giving

Issues vital to the strength of the business community are under consideration by our local, state and federal elected officials. To ensure that our positions and concerns continue to be voiced to these officials, the Las Vegas Metro Chamber of Commerce must be involved in the legislative process. We have an effective program for involvement in this process that focuses on grass roots relationships, professional affiliations and campaign contributions to local and state officials.

With the 2016 election cycle already underway, it is imperative to ensure that the business community's interests – and concerns – are well represented. Through BizPAC, the Metro Chamber's bipartisan political action committee, contributions are made to support pro-economy policymakers and make certain that our elected officials champion legislation and policy that supports

economic growth and job creation. **Strength in Numbers** is BizPAC's campaign to ensure our needs are well represented in the 2016 election cycle. Your help is needed. Join our Strength in Numbers campaign by making a financial contribution to BizPAC to ensure we have individuals in elected office who make the needs of our businesses a priority.

Please consider joining this important effort today. For questions or more information on how you can get involved, please contact Maisie Rodolico at mrodolico@lvchamber.com or 702.586.3846.



By Debra Gallo
Chair,
BizPAC Committee



Support BizPAC, the Metro Chamber's bipartisan political action committee!

To learn more, visit LVChamber.com or contact Maisie Rodolico at 702.586.3846 or mrodolico@lvchamber.com.

your scene | you're seen



business
after hours at
carmine's nyc



Members mixed, mingled and experienced family-style Italian hospitality at Business After Hours at Carmine's NYC inside the Forum Shops at Caesars. Guests were treated to some of the famed restaurant's signature dishes, cocktails and the opportunity to build their business networks.

preview las vegas:

Save the Date and
Reserve Today!

P

review Las Vegas 2016 will be Friday, January 29, at the Thomas & Mack Center - Cox Pavilion. Preview Las Vegas is the Metro Chamber's signature annual trade show, conference and networking event, drawing a crowd of nearly 2,000 attendees and more than 100 exhibitors. This event attracts upper-level businesspeople empowered to make purchasing decisions on behalf of their companies, and each year, proves to be a source of need-to-know business and economic information, insights, best practices and a forecast of the coming year. Previous speakers include Jim Clifton, CEO of Gallup; Tony Hsieh, CEO of Zappos; Jim Murren, Chairman and CEO of MGM Resorts International; Rossi Ralenkotter, president of the LVCVA; and Dr. Robert Lang, executive director of Brookings Mountain West.

Exhibitor and sponsorship opportunities, including Preview the Taste for restaurants and caterers, are now available for Preview 2016. This is an excellent opportunity to get in front of decision-makers in Southern Nevada business and ensure your brand is top-of-mind to potential and existing clients. Exhibitor opportunities start at just \$1,275 and are available exclusively to Metro Chamber members in good standing. For more information or to register for an exhibit booth, visit PreviewLasVegas.com or contact MJ Dennis at 702.586.3827.



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Raising the Grade: **Superintendent Pat Skorkowsky** Shares Plans for Improving Classroom Achievement

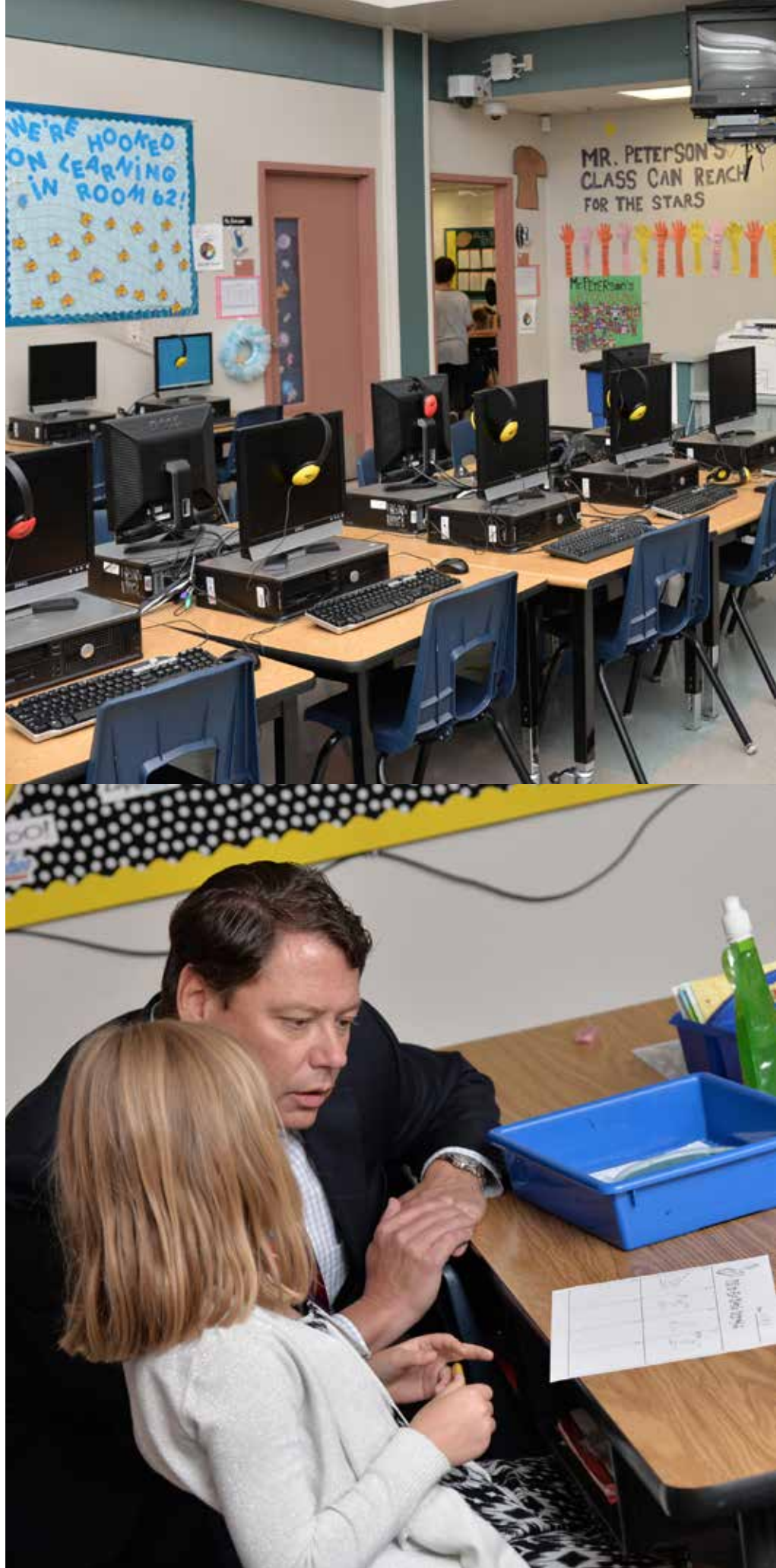
K-12 education took center stage at the 2015 Legislature. The reforms passed by the legislature were top priorities for the Metro Chamber and will have a long-lasting and historic impact on Nevada's education system. The Metro Chamber sat down with Clark County School District Superintendent Pat Skorkowsky to discuss the outcomes of the legislative session, what to expect for the coming school year, what work still needs to be done, and how the business community can support K-12 education in the Valley.

How will the reforms that took place in the 2015 Legislature impact classrooms and the community?

PS: The Legislature's historic funding of programs for our most challenged populations is unprecedented. The emphasis on second language acquisition, as well as students who live in impoverished neighborhoods, will provide needed resources to the teachers and students. The additional supports to classrooms include incentives to attract high-quality educators to teach in our most at-risk schools, professional development to improve teacher practice, and programs to engage parents in the education of their children. All of these initiatives are aligned directly to our Pledge of Achievement.

How is the school district going to implement the changes from the legislature?

PS: Several of the bills that passed are expansions of our already existing and successful programs like Zoom Schools and full-day kindergarten, but many others are new and require individual school plans. We began working on implementation the day after the session ended. Our capital program is moving forward with 12 new elementary schools and two replacement schools. We identified the list of new Zoom Schools for the upcoming school year. Additionally, we are working with our communities to identify the list of needs at our Victory Schools that will determine the programming to be implemented at each site. We had already begun planning for the Read by Grade Three program through our Pledge of Achievement to ensure that students are reading at grade level by the end of third grade.





How will these new programs help workforce development in Clark County?

PS: Increasing graduation rates and the number of students who participate in Career and Technical Education Programs will assist our business partners by providing a workforce that has the skills necessary to be successful. Every student who is proficient and on-track to graduate increases their overall chances for graduation and becoming a productive member of our community.

What successes are you seeing in Zoom Schools throughout the county?

PS: In the first two years of implementation of the Zoom School model, the district saw tremendous improvement in student achievement at the 16 Zoom School sites. In the fall of 2014, 84 percent of pre-K students were below average in language skills. At the end of the 2014-15 school year, over 90 percent of the students met or exceeded expectations. One of the most impactful elements of the model is the Reading Skills Center, which provides literacy support to students identified as reading below grade level. During the last two years, more than 3,000 students have been served in the Zoom Reading Centers and over half of them have exited the program reading on grade level.

With the passage of school bond construction

rollover, what is the timeline on these projects? How quickly will this make an impact for students?

PS: We plan to have six new schools open by the fall of 2017 and two replacement schools built in that same time frame. Six additional schools are planned to open by the fall of 2018. These schools will help to ease overcrowding in some of our most overpopulated areas and fastest growing parts of town. The replacement schools will provide buildings with infrastructure that meets modern technology needs and the growing population in our urban areas. We are currently in the process of developing a ten year master plan for construction. We will be holding meetings in August/September for the



Zoom Schools:

Schools that receive additional resources to help English Language Learner students, including free pre-kindergarten programs, expanded full-day kindergarten programs with smaller class sizes, free summer school offerings and specialized literacy tutoring centers.

Victory Schools:

Schools designated as persistently underperforming, in economically challenged areas of the state, that will receive additional state funding to offer certain programs and services, including family engagement initiatives.

public to provide us necessary input on the master plan.

Will these bond rollover funds address all Clark County needs? Is the need for new construction and upgrading throughout the Valley, or in concentrated areas?

PS: The bond rollover funds will meet approximately one half of the identified needs in our district. The bond rollover will allow us to relieve current overcrowding in many schools with new buildings, provide needed system replacements on older campuses, and install upgrades to ensure equitable learning environments across the Valley. Schools will continue to have

ongoing needs over time. Most of our schools that lack capacity for additional students are located in the newly developed areas of town where most of the population growth has occurred. However, we're also experiencing growth in the urban core where there is a need for additional capacity as well as repair and replacement of a crumbling infrastructure in our older buildings. We have to find a balance between growth and maintenance of our current facilities.

How will some of the new policies enacted by the legislature affect teacher hiring and address the shortfall of teachers in the district?

PS: This year we saw many bills pass that we hope will help us support our current teachers and recruit new teachers to the district. Senate Bill (SB) 511 provides a bonus, up to \$5,000, for new teachers who commit to teaching at an at-risk school for two years. This incentive will assist us in recruiting quality teachers to the schools where we see the most critical need and have the most difficulty filling positions. SB 474 establishes a grant program to fund professional development opportunities for our educators. Grants will also fund programs for the recruitment, selection and retention of effective teachers and principals, and expand leadership training opportunities. SB 133 will help reimburse teachers for out of pocket expenses, up to a specified amount, which will further support their classroom



instruction. This is a program that we implemented several years ago but was discontinued due to lack of funding. Every penny is going to help our teachers who we know are committed to impacting the lives of young people.

How does Clark County take the needs of employers into consideration in regards to curricula and programs?

PS: Each magnet program, particularly at the high school level, has a formal advisory board comprised of members from local business and industry. These members assist us in ensuring that our curriculum matches industry standards. Members of these advisory boards also assist our

programs in providing our schools with mentors, job shadowing, and internship opportunities for students. We also identified our needs based on the Governor's Business Sector Councils to ensure that we are producing the workforce to move our state forward. There is a collective need on the education side as well as the business side to develop programs that result in a highly-skilled workforce. At the heart of each successful program are our community members and advisory boards. We not only want to create high-quality educational programs that increase student engagement, graduation rates, and the possibility for gainful employment and/or success in post-secondary education, but we also want to develop strong relationships with our partners to help keep our talent in Nevada.





How has the business community engaged with the school district, in terms of educational outcomes and education reform? What would your message to the business community be on how to engage in K-12 education in Southern Nevada?

PS: Almost two years ago we unveiled the Pledge of Achievement, which invites businesses and community members to take the Pledge to improve education in Southern Nevada. Many people help by volunteering their time with our students, partnering with schools in need and donating money to our students and classrooms. We also unveiled the Ensuring Every Dollar

Counts initiative, in partnership with the Las Vegas Metro Chamber, the Las Vegas Global Economic Alliance and Nevada Succeeds. This partnership is the first of its kind, inviting community and business members to examine CCSD's \$2.3 billion budget and finding best practices and changes that need to be made to ensure that we maximize every dollar. Ultimately, if we want a bright future for our students, community and our businesses, we need to spend wisely and positively impact instruction in our classrooms. Right now we care for them, but one day we will be their responsibility and we need to ensure they have all the proper resources available to them to reach their potential.



Special Thanks to Robert Forbuss Elementary School. *Photos by Las Vegas Photo and Video.*

what's happening

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august chamber connections

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See website for details on locations.

Tuesday, August 4
Tuesday, August 18

how to register:

Visit LVChamber.com and
click on the Events Calendar.

Call 702.641.5822.

4

TUESDAY, AUGUST 4 **CHAMBER VOICES TOASTMASTERS**

Become a better speaker and a more effective presenter by joining Chamber Voices Toastmasters. Open to all members.

10:45 a.m. – Noon

Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100

\$54 every six months. Guests always complimentary.

10

MONDAY, AUGUST 10 **VEGAS YOUNG PROFESSIONALS TOASTMASTERS**

Great communication skills are important keys to success. VYP has created a Toastmasters group for all VYP members and their guests to help learn these key speaking, presentation and leadership skills.

6:30 – 8:00 p.m.

Las Vegas Metro Chamber of Commerce
575 Symphony Park Ave., Ste. 100

Complimentary for guests

\$60 to join, \$36 every six months.

Presenting Sponsors: Chamber Insurance & Benefits, Cox Communications, UnitedHealthcare and Wells Fargo

13

THURSDAY, AUGUST 13 **BUSINESS POWER LUNCHEON WITH** **U.S. SENATE MINORITY LEADER HARRY REID**

Senator Reid will discuss important federal issues that impact Southern Nevada's business community, as well as economic development topics that pertain to Nevada. This is an excellent opportunity to hear from one of the most influential policymakers in the nation and get an update on what's happening in Washington, D.C. that could affect your business.

11:30 – Noon Registration

Noon – 1:00 a.m. Program

The Four Seasons Hotel Las Vegas

3960 Las Vegas Blvd. S.

\$50 Members

\$65 Non-members

\$500 per table of ten

Sponsors: Arcata Associates Inc., Chamber Insurance & Benefits, and NV Energy

18

TUESDAY, AUGUST 18 **CHAMBER VOICES TOASTMASTERS**

See August 4.

COMING UP IN
SEPTEMBER...
NEWSFEED
BREAKFAST

00 - CHAMBER EVENT

00 - VYP EVENT



business
power
luncheon

FEATURING
U.S. SENATOR
HARRY REID

Thursday, August 13
11:30 a.m. - 1:00 p.m.
Four Seasons Las Vegas
\$50 - Members | \$65 - Non-Members | \$500 - Table of ten
Sponsored by: Arcata Associates Inc., Chamber Insurance & Benefits and NV Energy

august sponsors:



PORTER GROUP

19

WEDNESDAY, AUGUST 19

**BUSINESS AFTER HOURS AT THE COPA ROOM,
INSIDE BOOTLEGGER ITALIAN BISTRO**

Grow your business network as you sample light bites from Bootlegger Bistro's award-winning menu and enjoy the atmosphere of The Copa Room. Find out why the Bootlegger Bistro has been a mainstay in Las Vegas culture, cuisine and nightlife as you build new business relationships.

5:30 - 7:30 p.m.

The Copa Room

7700 Las Vegas Blvd. South

Complimentary for members and their guests.

20

THURSDAY, AUGUST 20

VEGAS YOUNG PROFESSIONALS WHITE HOT 10

VYP is going all out for White Hot 10. With a new location, new prizes and new ways to connect with fellow young professionals, the only thing that stays the same is the dress code. Be sure to dress in your coolest summer whites and join VYP for its signature annual event.

8:00 - 10:00 p.m.

Hakkasan, inside the MGM Grand Hotel & Casino

3799 Las Vegas Blvd.

Online: \$15 for members, \$20 for non-members

At the door: \$15 for members, \$20 for non-members

Presenting Sponsors: Chamber Health Options, Cox Communications, UnitedHealthcare and Wells Fargo

24

TUESDAY, AUGUST 24

VYP TOASTMASTERS

See August 10.

25

TUESDAY, AUGUST 25

MORNING MINGLE

Learn how to maximize your Chamber membership by attending this breakfast series hosted by the Metro Chamber Prospectors, who will give firsthand accounts of how they used the Metro Chamber to build their business.

7:30 - 8:00 a.m. Registration & Networking

8:00 - 9:30 a.m. Program

SpringHill Suites by Marriott

2989 Paradise Rd.

Complimentary.

Sponsor: CenturyLink

27

THURSDAY, AUGUST 27

**EGGS & ISSUES FEATURING U.S. CONGRESSMAN
JOE HECK**

U.S. Congressman Joe Heck, representing Nevada's Third District and currently serving on the House Permanent Select Committee on Intelligence, House Armed Services Committee, Education and the Workforce Committee, will make remarks about important legislation before Congress and participate in a Q & A session with the audience.

8:00 - 8:30 a.m. Registration

8:30 - 9:30 a.m. Program

Vdara Hotel & Spa

2600 W. Harmon Ave.

\$40 Members

\$55 Non-members

\$400 per table of ten

Sponsors: CenturyLink, Chamber Insurance & Benefits, Porter Group, Sunrise Health System, Southwest Gas and Touro University Nevada

in the know

NEVADA'S NEW SCIENCE STANDARDS:

GOOD FOR NEVADA STUDENTS, GOOD FOR NEVADA EMPLOYERS

W

hen Nevada students go back to school this year, they will be learning science in a different way. This is the first school year that new science standards will be implemented in all Nevada public schools. The Nevada Academic Content

Standards for Science were revised in February 2014 when the Nevada State Board of Education adopted the Next Generation Science Standards (NGSS), making Nevada the ninth state in the nation to transition to these rigorous, internationally benchmarked standards that establish ambitious expectations for what students should learn at every grade level.

The need for high-quality science education – beginning at the very earliest grades – is more essential now than ever before. Nevada's previous standards were based on national science education standards that were

written in the mid-1990s. Two decades of scientific advancement and our state's evolving economy made new education standards a top priority. We want students to apply science and engineering practices to real-world problems so they can graduate better prepared to enter a workforce that increasingly relies upon science, technology, engineering and mathematics (STEM) majors and careers at every level – from those with relevant postsecondary certificates to PhDs.

We know that Nevada has too few students entering STEM fields. Nevada's new standards have the potential to revolutionize science education in Nevada. Not only do they incorporate the most current research and findings in science, but they also include the most current research regarding how students best learn science. The new science standards will help educators make science

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SKYHIGH
MARKETING

For more on
Common Core, visit
LVChamber.com

accessible and interesting to all students by connecting learning over multiple years, across disciplines and grades and by applying crosscutting concepts to deepen students' understanding of core ideas.

The standards are good for ALL Nevada students. They are designed to build the knowledge and skills to help students in their lives beyond high school, regardless of their chosen career. They are also a key addition to the Common Core standards in English language arts and mathematics, already part of our schools. Nevada's overall approach to standards that are college and career focused is also good for Nevada businesses and employers, as K-12 joins the effort to improve the Silver State's workforce and prepare our students for what Governor Sandoval calls the "New Nevada."



By Dale A.R. Erquiaga
Superintendent of Public Instruction
Nevada Department of Education



GAME ON.

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When opportunity knocks, be ready to get in the game. We'll be right there with you, which is why we have an entire roster of bankers who have already closed more than \$215 million in CRE loans this year. They have the skills and tools to deliver when the clock is ticking on your commercial real estate project.



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COMMERCIAL REAL ESTATE
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7/15

president's club

(B) West Allen

Partner - Lewis Roca Rothgerber

West Allen focuses on intellectual property litigation. He represents clients in federal courts on patent, trademark, copyright and related issues. He served on the U.S. District Court District of Nevada Local Rules Committee and is the principal author of the District of Nevada Local Rules of Practice for Patent Cases. As a former National Board of Director for the Federal Bar Association and its current Government Relations Chair, Mr. Allen works with federal courts, judges and lawyers nationwide on jurisprudential issues.

(A) Kirk Clausen

Regional President, Nevada - Wells Fargo Bank

Kirk V. Clausen has been head of Wells Fargo's community bank in Nevada since 2002, and is responsible for the more than 120 Wells Fargo banking stores, as well as business banking and government banking offices in Nevada. He serves on a variety of community boards, including the Debt Management Commission, the Henderson Chamber of Commerce, Nevada State College, Three Square and the NV Bankers Association. Clausen is a graduate of Morningside College in Sioux City, IA with a BS in Business Administration.



(D) Heather Bressler

Vice President - Henriksen Butler Nevada

As VP of Henriksen Butler Nevada, Bressler leads her local team with broad product expertise, strong knowledge of industry trends, high-performance work environments and interior design to deliver exceptional workspaces for their customers. Bressler is committed to helping clients create spaces where they can do their best work and impact the business results of their organizations. She has more than 10 years of experience in the furniture industry and a bachelor's degree in design from the University of Kentucky.

(C) Thomas Husted

Chief Executive Officer - Valley Electric Association Inc.

Thomas Husted, CEO of Valley Electric Association, Inc., has led the rural utility business through remarkable growth and progress. He has more than 30 years of experience in the utility industry across the Western U.S., including more than 20 years as a CEO. Husted has initiated change and fostered development in the areas of management, power systems development, operations, marketing and communications. He currently serves as a member of the Nevada New Energy Industry Task Force.

spotlights

(E) Kevin Orrock

President, Summerlin – The Howard Hughes Corporation

The Howard Hughes Corporation, a publically held company, owns, manages and develops commercial, residential and mixed-use real estate. These assets include master planned communities in Maryland, Texas and Nevada; operating properties; and development opportunities in 18 states. Kevin T. Orrock oversees all aspects of implementation of the Summerlin community, from planning and design to sales and marketing. Orrock began his career with Howard Hughes in 1974. He holds a BS in business administration from Wittenberg University and an MBA from UNLV.



(F) Chet Opheikens

VP of Business Development – R & O Construction Inc.

Chet Opheikens has been employed by R&O Construction for 23 years. He is VP of Business Development for R&O's Las Vegas regional office. Opheikens builds and nurtures client relationships that generate qualified construction leads and manages the pre-construction services team. He is involved in many local organizations such as NAIOP, ICSC, NPFMA, the Metro Chamber, Nellis Air Force Base Honorary Commander and currently sits on the Board of Trustees for the Henderson Development Authority.

(G) Bina Hribik-Portello

Regional Vice President – Life Care Centers of America Silver Region

Life Care Centers of America operates more than 220 nursing, sub-acute, rehabilitation, home health and Alzheimer's centers in 28 states. The Silver Region encompasses five facilities in Nevada and Utah. Bina Hribik-Portello joined the company in 1998. She has more than 20 years of experience in health care leadership and has served as administrator at three skilled nursing facilities before overseeing the Life Care Centers' Silver Region. She also has a background in acute care and in human resources management.



(H) Lisa Santwer

Director, Marketing & Public Relations – Comprehensive Cancer Centers of Nevada

Lisa Santwer oversees marketing and communications for CCCN, which specializes in oncology, hematology, breast surgery and research. Santwer helped establish CCCN's nonprofit, ORION Cancer Foundation, and serves on the Executive Committee of Candlelighters Childhood Cancer Foundation of Nevada. Her community activities include serving as co-chair for 2015 Leadership Las Vegas' Health Day and advisory board for UNLV School of Health Sciences. Santwer is a graduate of Leadership Las Vegas and a 2012 Hall of Fame inductee into the Women's Chamber of Commerce.

In Case You Missed It...

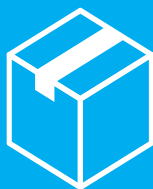
Conn SAVING

Your Metro Chamber Members Have Access to These Companies

Up to 60% on everyday office supplies, copy/print services, technology, promotional products and more from **Office Depot**



Up to 30% on everyday shipping needs from **UPS**, including international, overnight and ground services



Savings on legal fees and services through **LegalShield**



Special pricing and equipment rates for credit card processing through **Cornerstone Merchant Services**



Significant savings and flexibility with **Enterprise and National Rental Cars**



Discounted email, event planning and social media integration tools with **Constant Contact**



Competitive pricing on small group health insurance through **Prominence Health Plan**



Exclusive member pricing on a simple way to make your website mobile-friendly with **bMobilized**



See how your membership can benefit your bottom line! Check out the Metro Chamber's ROI Calculator at LVChamber.com today.

ect to

NGS

Membership Gives You Best-Savings Benefits!

Up to 30% on computer
products and accessories
from **Dell**



Savings on bundled Business
Internet and VoiceManager
services for new customers of
Cox Communications



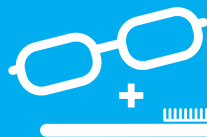
A 5% discount on workers'
compensation insurance from
AmTrust North America



Access to **H2U Health
Centers**, providing affordable,
personalized healthcare
services to employees and
their dependents



Attractive, exclusive pricing
on **Anthem Balanced Funding**
for group health insurance



Cost-advantaged group
dental and vision coverage
and stand-alone dental
plans from **SecureCare
Dental & Vision**



A 10% discount on
Acumatica, a scalable cloud-
based business management
software perfect for
financials, distribution and
project accounting



Turnkey insurance solutions
for large groups through the
Chamber Group Captive

For more information on how you can take advantage of the benefits of membership, contact your Member Engagement Liaison at 702.641.5822 or visit LVChamber.com to log in to the Members Only Portal.

LAS
VEGAS
METRO
CHAMBER OF COMMERCE

member news

RED - PRESIDENT'S CLUB MEMBER



announcements



Chelle Adams has been named Chief Financial Officer of **The Cosmopolitan of Las Vegas**. In this role, Adams assumes a strategic role in the overall management of the resort.



The Private Bank by **Nevada State Bank** has brought veteran private banker Rich Justiana to the team as vice president and senior private banking officer.



DC Building Group announced that Charlie Stewart, CPE has been promoted to director of pre-construction services.

Matt Smith Physical Therapy, an ATI Physical Therapy Company, is the official physical therapy provider of record for the Las Vegas Outlaws. The physical therapy practice helps to ensure players are in top shape for the games.

Lung Center of Nevada, a division of **Comprehensive Cancer Centers of Nevada**, is the new pulmonary division of the center. Services include a new lung cancer screening service, evaluation, diagnosis and referrals for treatment options to patients.

Larry Harrison, health insurance broker with **National Healthcare Access Inc.**, represented Nevada along with 12 others, at the National Association of Health Underwriters 85th Annual Convention.

The Firm Public Relations & Marketing hired Lindsey Stull as public relations specialist and Stuart Connelly as a public relations coordinator, and promoted Annie Waggoner to assistant public relations specialist.

America First Credit Union opened a new location at 10608 S. Eastern Ave. in Henderson. This is the credit union's thirteenth branch in Southern Nevada.

Aloha Golf Center opened its first store located in Summerlin's Village Square on the corner of West Sahara and Fort Apache. The store specializes in club fitting and game improvement.

community service

Bank of America teamed up with USO Las Vegas for a valley-wide donation drive benefitting the families of deployed troops residing in our area. In total, 1,229 items were collected and packaged by USO Las Vegas for family care packages.

upcoming events

The University of Nevada Cooperative Extension is hosting its first 4-H STEM camp for youth ages 9-14. The camp focuses on leadership, citizenship and other life skills. The camp dates are scheduled for August 6 and 7, at the Cooperative Extension's Lifelong Learning Center, and the cost is \$50 per camp day. For more information, visit unce.unr.edu.

Bridal Spectacular Events is hosting its 50th bridal show, Veils & Vino, featuring two award-winning fashion shows, an Inspiration Avenue where engaged couples can view trending ideas, and hundreds of prizes and giveaways. The show is August 21 and 22, at Cashman Center. Tickets can be purchased for \$15 each. For more information visit bridalspectacular.com.

wheeling and dealing

CBRE Las Vegas listed a 60.8-acre parcel located on the northeast corner of Harmon Ave. and Koval Ln. within the city's famed resort corridor between **Planet Hollywood Resort & Casino** and the Hard Rock Hotel and Casino.

Commercial Executives Real Estate Services represented Pace Business Center in the lease of an office space located at 5575 S. Durango Dr. The lease is valued at more than \$77,000.

A team of attorneys from **Fox Rothschild LLP** completed a \$19.8 million financing transaction on behalf of one of the firm's clients.

KMJ Web Design partnered with Your Nevada CPAs to create a new website for the firm. You can view the new website at yournevadacpa.com.

The Las Vegas Metro Chamber of Commerce is proud to provide members with a place to publish their current announcements as a benefit of membership. Email news items to pr@lvchamber.com or fax to Public Relations at 702.735.0320.

congratulations



Russel J. Geist, an associate with **Hutchison & Steffen**, has been appointed to the advisory board of the Congressional Award Council of Nevada.



Marilyn Goforth, legal administrator at **Kolesar & Leatham**, was appointed to serve on the national planning committee for the Association of Legal Administrators' 2016 Annual Conference and Expo.

Karyn Johnson, **University of Nevada Cooperative Extension** school gardens coordinator, and Cooperative Extension were honored by the **Clark County School District** for the work done to support school garden programs across the district.

Berger & Sons is celebrating 45 years of serving Las Vegas and 34 years inside the **Fashion Show Mall** by opening a new storefront that is double the size of its existing store.



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FOR ENTREPRENEURS**

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At Valley Electric we put people first.

As one of our neighbors, you know us as the co-op that brings power to its members – in more ways than one. Since we're a nonprofit we deliver value to the people we serve. And through new initiatives and renewable energy projects, we're also delivering more opportunities and jobs. It all adds up to better service, a growing workforce, and a brighter future for the community we all call home.



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ribbon cuttings

CELEBRATING BUSINESS GROWTH

To arrange your ribbon cutting, contact Georgia Allen at 702.586.3838 or email gallen@lvchamber.com



PC REPUBLIC SERVICES

Republic Services and Penton Media Group partnered for the Waste Expo, North America's largest solid waste and recycling industry event, at the Las Vegas Convention Center. The program offered a conference, an exhibit hall and two co-located events. Visit wasteexpo.com or republicservices.com.



\$ CONSTANT CONTACT

Constant Contact/All About Marketing Solutions has partnered with the Metro Chamber by offering member-exclusive pricing and local support. Learn more about online marketing using email, social media and landing pages by attending a seminar, webinar or hands-on training session. Call 702.525.0579, visit allaboutmarketingsolutions.com or alston-consulting.com.



PC \$ CORNERSTONE MERCHANT SERVICES, INC.

Cornerstone Merchant Services, Inc. announced a new cost-savings benefit for members. It offers competitive credit card processing fees and may be able to provide members with EMV-compliant equipment at no cost, in advance of the new EMV requirement deadlines on October 1. It is located at 7881 W. Charleston Blvd., Ste. 110. Call 888.399.3111 or visit cornerstonemerchant.com.



SEGWAY LAS VEGAS

Segway Las Vegas offers fun-filled guided tours of the Downtown Las Vegas area, Red Rock Canyon and Boulder City. In addition, it facilitates team-building experiences for groups and rental experiences. Segway Las Vegas is an official Segway dealership offering sales, service as well as parts and accessories. It offers local and group discounts and is proud of its community involvement. Call 702.596.1111 and follow on Twitter, @segwaylasvegas.



FRAN NET

FranNet of Las Vegas celebrated its one-year anniversary in Southern Nevada by exhibiting at the Business Expo. FranNet helps aspiring entrepreneurs determine the best franchise opportunities to match their goals, skillset and lifestyle. Call 702.331.3188 or visit FranNet's social media pages for more information.



PC EASTRIDGE WORKFORCE SOLUTIONS

Eastridge Workforce Solutions celebrated a successful Business Expo with the Metro Chamber with a ribbon cutting. Eastridge Workforce Solutions is proud to celebrate 40 years of providing creative workforce solutions to the Las Vegas Valley. Call 702.854.1760 or visit eastridge.com.

SPONSORED BY:



PC - President's Club

\$ - Chamber Member Discount



PC H2U HEALTH CENTERS
\$

The Metro Chamber announced a new member employee benefit - access to H2U Health Centers, which provide affordable healthcare services to Metro Chamber employers, employees and their families. H2U centers are located at Mountain View Hospital, Southern Hills Hospital and Sunrise Hospital and Medical Centers. For more information on this benefit, call 702.586.3889 or email info@chamberib.com.



PC PHILANTHROPY & SOCIAL SECURITY EDUCATION

Philanthropy & Social Security Education celebrated its President's Club membership. It works with CPAs, CFPs, JDs and others advising on philanthropy and social security topics. Its president has achieved CAP and RICP designations from The American College of Financial Services. Contact me@tony.vegas.



AA PRINTING SERVICE

AA Printing Service, located at 4800 S. Maryland Pkwy., Ste. C, celebrated five years in business with the Las Vegas Metro Chamber of Commerce. Call 702.527.7474 or aaprintinglasvegas.com.



CODY'S SMOKEHOUSE

Cody's Smokehouse, located at 1675 S. Industrial Rd., celebrated its ribbon cutting at Business Expo 2015. During the trade show, it served samples of its signature BBQ cuisine. Call 702.863.7252 or visit codyssmokinbbq.com.



PC CANNON SAFE AND GUNVAULT

Local Las Vegas business Cannon Safe and GunVault participated in its first Business Expo. During the day, company representatives met members and were successful in sharing its vision of "a safe in every home" at its booth, which demonstrated its safes for residential and business use. Call 702.331.7233 or visit CannonSafe.com, GunVault.com and NevadaSafes.com.



HEALTH SCREENINGS 4 LIFE

Health Screenings 4 Life announced its Metro Chamber membership. It offers simple, painless and radiation-free life screening exams that can save lives. Clients receive stroke and cancer screenings, lab work, naturopathic services and revolutionary Juvesys skin rejuvenation treatments. It was founded as a health screening company by a preventive healthcare specialist. Call 702.903.0401 or visit healthscreens4life.com.

happy, healthy and productive:

NEW INSURANCE PRODUCTS NOW AVAILABLE TO METRO CHAMBER MEMBERS

S

tudies show that companies with competitive health benefits enjoy better employee retention and tend to attract more qualified workers. In fact, a study by Harvard Business Review Analytic Services concluded that employee benefits have a “significant impact on staff retention.” In a separate study by employment website Monster, employees placed the highest value on healthcare plans above other benefits packages (such as retirement plans and vacation time). Metro Chamber members have a variety of insurance products from which to choose, from individual to large group plans, in addition to vision, dental and other ancillary benefits products. Now, in addition to these competitive insurance options, Metro Chamber members can now take advantage of **critical illness, metal gap, short term medical, and individual and family dental plans**, from one carrier on one easy-to-use sales platform.

A 2014 poll conducted by Gallup found that one out of every three Americans delayed medical treatment due to high out-of-pocket costs. As a result of this and the influx of high deductible insurance plans in the marketplace, Metro Chamber now offers plans to help offset the high out-of-pocket cost of some plans. The new affordable plans offered to Metro Chamber members are bundled insurance benefits that can cover the cost of your deductible, should an accident, critical illness or hospital confinement take place. This can considerably reduce the financial burden of a medical event and give participants peace-of-mind, even if their primary health plan is one with a high deductible or is potentially financially constraining to utilize.

The new critical illness benefit pays a lump sum benefit when a covered medical condition is diagnosed for the primary insured and the eligible enrolled spouse. This benefit can be instrumental in helping to recoup the financial consequences of a serious illness, including mortgage payments, child care expenses and other regular living expenditures. The critical illness benefit gives participants the flexibility to choose how they spend that sum so the focus stays on getting – and staying – well and recovering.

Short term insurance is a solution for individuals who are uninsured, unemployed, self-employed or need a budget-friendly short term insurance option. With many plan options, participants can opt to be covered for up to six months and include their spouse and children. This can be an important holdover to stay healthy and be prepared for regular and unexpected medical care until a permanent plan begins.



Finally, a new dental benefit brings individual and family dental benefits to Metro Chamber members, their employees and families. Participants can take advantage of a large national network of dentists and progressive coverage for preventive services, all for an affordable monthly rate and flexible payment options.

These new benefits are available August 1, exclusively to Metro Chamber members and their employees and families. For more information or to get a quote for any of these products, contact Chamber Insurance & Benefits at 702.586.3887 or visit LVChamber.com.

healthcareheroes2015

YOU'RE INVITED!

September 2nd

Southern Nevada

Green Valley Ranch

Silent Auction/Cocktails: 6pm

Event: 7pm

September 3rd

Northern Nevada

Peppermill Resort

Cocktails: 6:30pm

Event: 7pm

To RSVP or for more info, go to
nevadabusiness.com/events or call 702.267.6340.



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DIAGNOSTIC**

voices of the metro chamber

COMMUNITIES IN SCHOOLS OF NEVADA & THE METRO CHAMBER: A SHARED COMMITMENT TO COMMUNITY

T

he Las Vegas Metro Chamber of Commerce is committed to enhancing the financial prosperity of its member businesses. Communities In Schools (CIS) of Nevada is committed to that prosperity by helping to provide an educated workforce.

CIS of Nevada is the local affiliate of the nation's most effective dropout prevention organization. The economic and social impact of school dropouts creates a strain on the community's resources for those young people who fail to gain an education and become self-sufficient. In our city and state, where the educational drought of the 2000's has left our economy unprepared for changing business models, each high school graduate is a drop of water we cannot afford to waste.

CIS of Nevada addresses this issue by installing trained employees known as Site Coordinators, in our schools. These Site Coordinators identify students' non-academic needs and work with community resources to overcome those obstacles, both large and small.

CIS of Nevada is in 43 low-income, high-risk schools statewide, 35 of those in Clark County alone. CIS became an approved vendor with the Clark County School District after completing an intensive RFP process in 2013. In 2014-2015, CIS provided wraparound services support to 35 schools in CCSD, with documented results. The CIS program model has been analyzed for Return on Investment and shows an ROI of \$11.60 for every \$1 invested.

We are proud of our commitment and achievements to date, though the need remains as great as ever. We always strive to create new partnerships and new relationships that help us serve our students more efficiently, such as the one we enjoy as members of the Metro Chamber.

CIS of Nevada feels that our Metro Chamber membership has proven invaluable to our organization and to our community. The discounts that are available on large purchases necessary to run our business are critical. Chamber networking lunches and breakfasts have been tremendous opportunities to meet other individuals who care about a better future for Southern Nevada and encourage connections to be created to become a part of the solution. Leadership Las Vegas (full disclosure, the author is a graduate of LLV, class of 1995) allows a cross-section of the business, public and non-profit segments of Southern Nevada during Education Day to become exposed to many of the challenges Southern Nevada faces and at the same time highlight solutions that are working, which has many benefits to all of us.



Diane Fearon, CEO,
**Communities in
Schools of Nevada**

CIS of Nevada also works to advocate with its partner school districts, just as the Metro Chamber has done. The Metro Chamber took the lead of working diligently with the Clark County School District through its K-12 Education Policy Committee and other channels. This dialogue was a significant contributing factor to the general business community supporting Governor Sandoval's Education Reform and Education Budget for the biennium 2015-2017. It is not possible to change outputs of any system, including education, without adjusting inputs. Accountability is extremely important to the Metro Chamber and CCSD, and Communities In Schools shares that commitment.

I would encourage all businesses, non-profit and for-profit, to carefully examine the array of resources available through a Metro Chamber membership and then take full advantage of a great toolkit.

tourism infrastructure committee

GOVERNOR SANDOVAL APPOINTS CHAMBER LEADERS TO SHAPE TOURISM INFRASTRUCTURE

Governor Brian Sandoval signed an executive order to create the Southern Nevada Tourism Infrastructure Committee, a group of key community leaders and stakeholders tasked with identifying and prioritizing tourism improvement projects in Southern Nevada, as well as explore funding mechanisms to support new tourism-related initiatives.

Chaired by Steve Hill, Executive Director of the Governor's Office of Economic Development, the Governor appointed Chamber leaders to the committee, including Vice Chairman Dr. Len Jessup, President of UNLV and current Metro Chamber board member; Metro Chamber President and CEO Kristin McMillan; and Bill Noonan, Senior Vice President of Administration for Boyd Gaming Corporation and current Metro Chamber board member, among others.

"Nevada has served as the standard bearer and premiere destination for global tourism, gaming and conventions for decades. There is no destination in the world that can rival the experience that millions travel to Nevada for annually, and that means that we must strive to push forward and continue to lead this international industry into the next generation of travel and tourism," says Governor Sandoval. "We are fortunate to have many of the brightest minds in gaming and hospitality, as well as experienced and capable community leaders who are ready to meet the challenges of a changing market and identify and embrace the potential within the industry."

The committee must submit a report to the Governor and the Legislature's Interim Finance Committee by July 31, 2016, with its recommendations. For more information on the committee, visit lvca.com.

*Wake
up your
smart.*



vegas young professionals

presenting sponsors



august events

White Hot 10

VYP is going all out for White Hot 10. With a new location, new prizes and new ways to connect with fellow young professionals, the only thing the same is the all-white dress code.

Thursday, August 20
8:00 - 10:00 p.m.
Hakkasan inside MGM Grand
Before August 14:
\$15 - Members
\$20 - Non-members
After August 14:
\$20 - Members
\$25 - Non-members

Register online at
VegasYP.com.

vetting your prospects: in with the good, out with the bad

By Kelli Vaz, Vice President, Service Point, VYP Community Outreach Chair

No one likes to turn down customers, however, most business owners know not all business is good business. The challenge is finding the client with whom YOU want to work. To help Service Point find the clients that best fit our services and with whom we really wanted to work, we developed and implemented a formal Prospect Vetting Program, or PVP.

A PVP is a formalized process whereby you determine if this prospect is a good fit for your company. There are three steps to this process:

- **QUALIFYING** - They CAN do business with your company.
- **VETTING** - You WANT to do business with their company.
- **CLOSING** - Everyone WINS!!!

The prospect vetting goes beyond whether or not the prospect can pay your bill. It speaks to, among other factors important to whether or not your company can be successful for them, their personality, company culture, ethics and priorities.

A qualified prospect is simply one who needs or wants your product or service, either now or sometime in the future, and is able to pay for

that product or service. But do YOU want THEIR business? While your prospects are speaking to you and peppering you with questions to determine whether or not they want to do business with your company, you should be doing the same thing to them. "Do I want their business?"

Your first step is knowing who your IDEAL CLIENT is. An easy exercise is to write down a few points that describe your ideal client, such as revenue, number of employees, industry, etc. These should be general. You can refine them as you move through the assessment.

Your qualifying questions should directly address what you described as your ideal client. This is to determine if they CAN do business with you.

Qualifying Questions:

- In your own words, what does your company do?
- How long have you been in business?
- Who is your ideal client/target market?
- What are your existing sales efforts?



Vegas Young Professionals members built their networks among the views of the Foundation Room at Mandalay Bay. Guests also had the opportunity to win a month's membership to the Foundation Room, passes to White Hot, and more. Sorry you missed it? Be sure to join VYP for White Hot 10 on Thursday, August 20, at Hakkasan inside MGM Grand. *Photo credit: Joe Fury.*

- What are your sales goals?
- What makes you different from your competitors?
- How long is your average sales cycle?
- What is your annual revenue?

So, they qualify to do business with you. Now, do you want to do business with them???

There are times where you say NO to qualified customers:

- Rude, loud, abrasive behavior
- Disrespectful of your time, processes or expertise
- Poor payment history
- Micromanager
- Poor systems/not able to uphold their end of the deal

Vetting Questions:

- What type of managerial style do you utilize?

- What would past and present customers say about your services? May we contact a few?
- What is your team's strengths? Weaknesses?
- Who is the biggest influencer in the decisions you make for your company, other than yourself? What involvement does this person have in your business?
- Please explain your entire sales process, from finding new leads to closing the deal.
- How did you or your sales team react after a bad sales month? What did you do/change?
- Have you ever lost a large client? If so, why?
- How long did it take you and how did you obtain your largest client? How much revenue do they do with you annually?
- Approximately what percentage of clients do you retain year after year?

- What is your time frame for expecting to see results?
- At the end of one year, what would have to happen for you to consider our relationship a success?

Once you determine that THEY CAN and YOU WANT, I suggest you ask three simple questions that will get your prospect to buy in to what you are offering. The purpose of these questions is to position YOU as the answer to all of their problems.

Step 3: Closing

- If you could waive your magic wand, what would your company look like in a perfect world?
- Price not being an issue, how do you see our company helping with that vision?
- If my company can improve X, Y, and Z, would this be beneficial to you and your company?

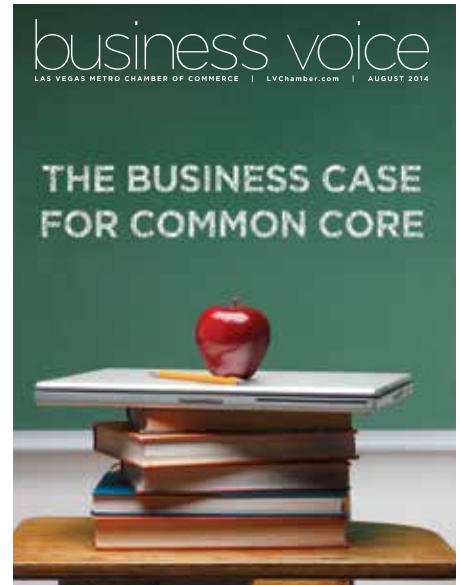
the final word

JULY ACCOMPLISHMENTS

A

s temperatures heated up in Las Vegas, so did the Metro Chamber's Summer of Small Business! During the month of July, the Metro Chamber saluted its small business members, gave members the opportunity to connect to savings through valuable benefits webinars and kept the business community informed about need-to-know business and economic information. Here are just a few of the things the Metro Chamber accomplished in July:

- Recognized more 30 businesses during the Summer of Small Business Campaign, using #smallbizsummer to highlight businesses to the Metro Chamber community.
- Introduced the Strength in Numbers campaign for BizPAC, the Metro Chamber's bipartisan political action committee, to ensure the business community is well represented in the 2016 election cycle.
- Hosted three Member Benefits 101 Webinars, introducing Chamber members to Acumatica, Cornerstone Merchant Services and giving them the resources to unlock new perks and discounts.
- Facilitated connections between members at the New Member Breakfast, which gives members the opportunity to share their business with others.
- Welcomed Vegas Young Professionals for high-energy relationship building at the Fusion Mixer inside the Foundation Room.
- Honored the customer service stars of Las Vegas for providing high quality service to Las Vegas visitors and residents at the Customer Service Excellence Recognition Breakfast.
- Highlighted legislative and policy updates through the Paul Call, a webinar for President's Club members to get current information about government affairs issues affecting the Southern Nevada business community.
- Held seven ribbon cuttings for members, celebrating new store openings, Metro Chamber memberships and anniversaries.
- Shared valuable information on the importance of Common Core Standards to employers in Southern Nevada through an informational packet mailed to members.





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Noon - 1:00 P.M.: Program

\$50: Members | \$65: Non-members | \$500: Table of 10

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AUGUST 2015

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August 27, 2015

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